International Conference on Sustainable Tourism and Entrepreneurship

Vol. 01 No.01 August 2026, ISSN: 3163-2912

# The Management Perspective of Ryokan on the Preservation of Cultural Values of Seasonal Traditional Food at Fukeikan, Nagano, Japan

Evelyn Celeste Yolita[1*], Bambang Hengky Rainanto[2], Nisa Rahmaniyah Utami[3], TB. Dicky Faldy[4]

[1,2,3,4]*Department of Tourism, Faculty of Informatics and Tourism, Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia*

[*]*Corresponding author. Email : evelynclst224@gmail.com*

**ABSTRACT**

*The preservation of cultural values in traditional cuisine plays a significant role in sustaining cultural tourism, particularly within Japanese Ryokan establishments. This study examines the management perspective of Fukeikan, a traditional Ryokan in Nagano, Japan, in preserving the cultural values of seasonal traditional food through Kaiseki cuisine. It aims to analyze how cultural values are manifested in seasonal dining practices, identify challenges related to commodification, and explore the role of Kaiseki cuisine in representing seasonal food culture. A descriptive qualitative approach was employed through in depth interviews and participatory observation, as the researcher was directly involved in operational activities at Fukeikan. The data were analyzed using NVivo 12 Pro to identify key themes and patterns.The findings indicate that Fukeikan preserves cultural values by prioritizing local and seasonal ingredients, applying the philosophy of Shun (seasonality), and maintaining traditional presentation and dining structures. Management plays a strategic role in balancing cultural authenticity and modern adaptation through policies that support local supply chains while responding to evolving tourism demands. Despite commodification pressures, Fukeikan upholds the principle of Omotenashi by delivering an authentic and meaningful dining experience. This study concludes that seasonal food preservation at Fukeikan represents a comprehensive cultural management strategy integrating hospitality values and sustainable tourism principles.*

***Keywords:*** *Ryokan* Management, Seasonal Traditional Food, *Kaiseki* Cuisine, Cultural Preservation, *Omotenashi*, Sustainable Tourism

## 1. INTRODUCTION

Cultural tourism has undergone a significant transformation and increasingly serves as a central pillar of the global travel industry, serving as a means for preserving and passing on local community values amidst the tide of modernization (Küçük, 2025; Mendoza et al., 2023). Contemporary travelers no longer prioritize mere entertainment; instead, they seek immersive and authentic experiences that foster emotional connections with local traditions (Zhou & Wang, 2024). In the post pandemic period, following a sharp decline in visitor numbers that accelerated changes in traveler preferences (Škare et al., 2021), Japan has strategically positioned its intangible heritage particularly *Washoku* (traditional Japanese cuisine) as a key driver of tourism recovery. The recognition of *Washoku* by UNESCO as an Intangible Cultural Heritage in 2013 further institutionalized its role as a cultural philosophy that emphasizes harmony between humans and nature (Farina, 2021). Within this cultural framework, the *Ryokan* (traditional Japanese inn) functions as a custodian of heritage and a living space for the practice of *Omotenashi* (sincere hospitality), evolving beyond accommodation into vital cultural institutions (Cai et al., 2021).

In mountainous regions such as Nagano Prefecture, ecological conditions shape distinctive culinary traditions, including mountain vegetables that reflect seasonal adaptation through a holistic philosophy (Miles et al., 2022). Fukeikan, established in 1769 in Takayama Village, represents more than 250 years of continuous cultural practice, positioning it as both a hospitality enterprise and a heritage institution. This philosophical connection with the mountain environment places Nagano's *Ryokan* cuisine in a unique narrative position within Japanese cultural tourism (Lin et al., 2021). However, the rapid expansion of tourism presents challenges. Scholars warn that accelerated growth may lead to cultural commodification, where traditions are modified to satisfy standardized global preferences (Alamineh et al., 2023). Saragi et al. (2022) argue that tourists' satisfaction and cultural appreciation depend heavily on effective destination management and stakeholder synergy. Similarly, Rainanto et al. (2022) emphasize that without structured collaborative management, tourism growth risks weakening a destination's cultural image.

The practice of serving ingredients out of season in some establishments signals a potential shift from the *Washoku* dialogue with nature toward commercial demands (Shin et al., 2024). Despite growing literature on cultural tourism, limited research has examined how internal managerial strategies operationalize cultural preservation while navigating modernization pressures. Therefore, this study aims to analyze Fukeikan's management strategies in preserving the cultural values of seasonal traditional food amid contemporary tourism dynamics. Using NVivo 12 Pro to examine managerial perspectives, this research contributes to discussions on cultural sustainability and heritage based hospitality management. In addition to its empirical relevance, this study holds theoretical significance in bridging the gap between macro level discourse and daily operational decisions at the organizational level.

## 2. LITERATURE REVIEW

Cultural sustainability in regional development refers to the capacity of cultural mechanisms to achieve socially and ecologically sustainable outcomes (Li et al., 2022). Within the hospitality sector, this sustainability depends on how management integrates cultural values into organizational systems and daily operations to ensure both economic resilience and heritage continuity (Rainanto et al., 2023). In this sense, management functions not merely as an administrative structure, but as an active agent responsible for safeguarding and translating cultural identity into structured service practices. In the Japanese context, the philosophy of *Washoku* embodies respect for nature through the use of seasonal ingredients at their peak freshness, known as *Shun* (Yatsuya & Tsugane, 2021). Seasonal food consumption reflects harmony with natural cycles and serves as a medium for transmitting cultural values across generations. The refined expression of this philosophy appears in *Kaiseki* cuisine, where aesthetics, balance, and temporality are carefully orchestrated within traditional hospitality settings (Tanaka, 2024). Within *Ryokan* operations, these culinary traditions are closely linked to *Omotenashi*, the ethic of sincere and anticipatory hospitality, reinforcing the experiential dimension of cultural preservation.

However, sustaining such authenticity within modern tourism markets requires deliberate managerial alignment. Management must balance cultural integrity with service standardization to maintain competitiveness without diluting core values (Saragi et al., 2022). Cultural preservation in hospitality settings is therefore not a passive continuation of tradition, but a strategic process embedded in procurement decisions, menu planning, staff training, and service design. Despite growing discussions on cultural tourism and heritage management, limited research has examined how these managerial strategies are operationalized in daily practices within traditional Japanese inns. This gap underscores the need to explore the management perspective in preserving seasonal traditional food within the *Ryokan* context.

## 3. METHOD

This study employed a qualitative research approach with a descriptive methodology to explore how *Ryokan* management preserves the cultural values of traditional seasonal food. Qualitative research is used to obtain a comprehensive understanding of social phenomena experienced by participants in their natural context, with findings presented descriptively based on field data (Sugiyono, 2023). Furthermore, qualitative methods aim to interpret the meaning of behaviors, actions, and cultural symbols within social life (Moleong, 2021). This approach allows researchers to understand cultural practices and managerial perspectives directly from participants.

The research was conducted at Fukeikan *Ryokan* located in Takayama Village, Kamitakai District, Nagano Prefecture, Japan. Fukeikan is a

historic traditional inn known for preserving Japanese hospitality traditions and *Kaiseki* cuisine. The study was carried out from December 2025 to January 2026. Data were collected through in depth interviews, observation, and documentation, which are common techniques in qualitative research to understand participants' experiences and social contexts (Cresswell et al., 2023). The study involved seven informants consisting of management and staff members of Fukeikan.

The data analysis process was conducted continuously during the research using NVivo software to facilitate data organization and coding. NVivo assists researchers in managing qualitative data and identifying patterns and themes more effectively (Julhadi et al., 2023). The analysis followed the interactive model proposed by Miles and Huberman, which includes data reduction, data display, and conclusion drawing (Sugiyono, 2023).

## 4. FINDINGS AND DISCUSSION

The research findings are based on qualitative interview data analyzed using NVivo 12 Pro. The analysis revealed several key themes related to the preservation of seasonal traditional cuisine at Fukeikan *Ryokan*, including *Kaiseki* culinary practices, the *Shun* (seasonality) concept, cultural values, *Omotenashi*, and management strategies.

### 4.1. Kaiseki Cuisine as the Core Culinary Experience in *Ryokan*

*Kaiseki* cuisine represents the central culinary tradition served at Fukeikan *Ryokan* and reflects a long historical evolution within Japanese culture. Originally, *Kaiseki* was served as a simple meal for Zen monks during tea ceremonies before drinking thick tea (Borsato, 2024). Over time, particularly during the Edo period, *Kaiseki* developed into a multi-course dining tradition that integrates aesthetics, philosophy, and social symbolism. Tanaka (2024) explains that *Kaiseki* became associated with refined taste and social prestige among the samurai and aristocratic classes.

At Fukeikan, *Kaiseki* is presented in a structured sequence that allows guests to experience a gradual progression of flavors, textures, and visual aesthetics. The dining structure begins with appetizers, followed by sashimi, clear soup (*osuimono*), grilled dishes (*yakimono*), meat dishes, fried dishes (*agemono*), rice with side dishes, and dessert. Each course is carefully designed not only to provide nourishment but also to create a holistic cultural and aesthetic dining experience. This structured presentation aligns with the philosophy of *Kaiseki* as a "living art form," where culinary practices continue to evolve while maintaining traditional cultural values (Tanaka, 2024). Therefore, the *Kaiseki* experience at Fukeikan represents more than a dining activity, it functions as a cultural medium through which Japanese culinary heritage and aesthetic values are communicated to guests.

### 4.2. Implementation of the *Shun* Concept in Seasonal Cuisine

One of the most important cultural elements identified in this research is the concept of *Shun*, which refers to the period when ingredients reach their optimal taste, texture, aroma, and nutritional value. This concept reflects the deep relationship between Japanese society and the natural cycle of the four seasons. At Fukeikan, the implementation of *Shun* is reflected through continuous menu adjustments according to seasonal ingredient availability. During spring, dishes incorporate ingredients such as bamboo shoots and wild mountain vegetables (*sansai*). In summer, refreshing ingredients such as tomatoes, eggplant, and corn are used to match the warmer climate. Autumn menus emphasize harvest ingredients including sweet potatoes and wild mushrooms, symbolizing gratitude for nature's abundance. Meanwhile, winter cuisine often incorporates regional specialties such as Nagano apples, which provide natural sweetness while maintaining the principle of simple and balanced flavors.These seasonal adjustments demonstrate that menu changes at Fukeikan are not merely operational decisions but represent a cultural practice that connects food with nature and time. By emphasizing seasonal and locally sourced ingredients, the *Ryokan* reinforces the philosophical principles of traditional Japanese cuisine and offers guests a deeper cultural experience linked to the natural environment.

### 4.3. Cultural Values and Guest Experience in *Ryokan* Hospitality

The NVivo analysis identified cultural values as a central theme in the preservation of seasonal food traditions at Fukeikan. Seasonal cuisine is perceived not only as a form of food consumption but also as a cultural expression that reflects Japanese traditions, historical continuity, and social values.The analysis also highlights the importance of the *Omotenashi* philosophy, which represents sincere and attentive hospitality practices in *Ryokan* culture. Hospitality at Fukeikan is reflected through a calm atmosphere, carefully arranged dishes, and personalized service that prioritizes guest comfort and emotional experience. Guests are encouraged to

experience dining not only as a physical activity but also as a reflective cultural journey that evokes feelings of relaxation, appreciation, and connection to Japanese traditions.The integration of *Kaiseki* cuisine, seasonal ingredients, and *Omotenashi* hospitality creates a unique dining environment where culinary practices function as both cultural preservation and experiential tourism.

**4.4. Management Strategies for Preserving Culinary Cultural Heritage**

From a managerial perspective, the findings indicate that the preservation of traditional seasonal cuisine at Fukeikan is supported by several strategic practices. One of the key strategies involves prioritizing locally sourced ingredients from the Nagano region to maintain freshness, authenticity, and support local agricultural communities. Management also maintains a balance between preserving traditional culinary techniques and allowing limited innovation to adapt to changing tourism demands. This balance enables the Ryokan to maintain its cultural identity while remaining relevant to contemporary tourism markets.

The NVivo results further highlight that management decisions related to ingredient selection, menu design, and dining presentation play a crucial role in maintaining the cultural integrity of Kaiseki cuisine. By integrating cultural philosophy, seasonal awareness, and hospitality values into operational practices, Fukeikan demonstrates how traditional Ryokan management can contribute to the sustainability of Japanese culinary heritage.

**4.5. Results and Discussion**

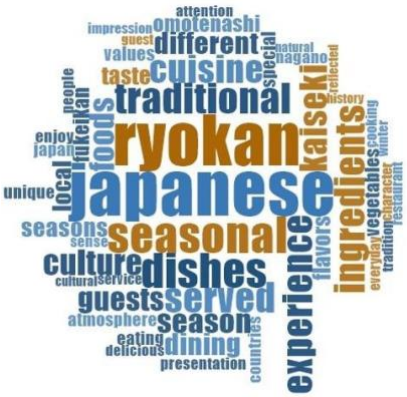



Figure 1. Word Cloud

The word cloud analysis generated from NVivo indicates that the terms “Japanese” and “Ryokan” appear as the most dominant keywords in the interview data. This reflects that managerial discussions are strongly contextualized within Japanese traditional hospitality and its role in preserving culinary heritage. The prominence of the words “Seasonal” and “Traditional” further highlights that the preservation of seasonal food culture constitutes the central focus of managerial attention. Additionally, the frequent occurrence of terms such as “Dishes” and “Ingredients” suggests that menu composition, raw material selection, and culinary characteristics are strategic elements in sustaining cultural authenticity. These findings demonstrate that managerial practices extend beyond routine operations, positioning cuisine as a medium for maintaining cultural identity within the *Ryokan* setting.

Through the word cloud visualization, the researchers were able to identify recurring and dominant keywords that reflect the central concerns expressed by the informants. This preliminary exploration allowed for a clearer understanding of the overall direction of the discussions and highlighted patterns within the interview data. Based on these frequently occurring terms, the researchers developed initial codes that were closely aligned with the research problem formulation and study objectives. These codes were then grouped into broader thematic categories to structure the analysis in a systematic and conceptually grounded manner. The identified themes subsequently served as the analytical foundation for conducting a deeper examination of the interview findings. Rather than relying solely on word frequency, the researchers interpreted the contextual meaning of each theme in relation to managerial strategies and cultural preservation practices. Following the visualization and thematic development process, the analyzed data were organized coherently and presented in the following section to elaborate on the key findings of the study.

Table 1 Thematic Analysis of Seasonal Traditional Food at Fukeikan

| Main Theme | Subtheme | Key Findings | Managerial Implication |
|---|---|---|---|
| Cultural Values of Seasonal Food | Meaning and Cultural Significance | Traditional seasonal dishes at Fukeikan reflect Japan’s deep connection with history, culture, and nature. Food is not just sustenance, | Preserving traditional seasonal dishes strengthens the *Ryokan*’s cultural authenticity and enhances the guest’s immersive |

| Main Theme | Subtheme | Key Findings | Managerial Implication |
|---|---|---|---|
| | | but conveys cultural meaning, social bonds, and respect for the seasons. | cultural experience. |
| | Relationship with Nature and Season | Japanese cuisine emphasizes harmony with nature and seasonal change; ingredients are chosen according to seasonal availability and nutritional suitability, highlighting natural colors and flavors. | Aligning menus with seasons provides differentiation and positions the *Ryokan* as culturally and environmentally conscious. |
| *Kaiseki* Cuisine | Concept and Philosophy | *Kaiseki* cuisine, rooted in tea ceremony traditions, requires precision, skill, and attention to detail. It exists in formal and banquet forms, emphasizing the order and aesthetics of presentation. | Maintaining *Kaiseki* structure ensures service standardization, culinary excellence, and preserves traditional dining philosophy. |
| | Presentation and Dining Structure | Dishes are served sequentially from appetizers to desserts, engaging all five senses, with seasonal decorations and arrangements to enhance aesthetic and cultural experience. | Structured multi-course dining enhances guest satisfaction, reinforces cultural immersion, and exemplifies omotenashi principles. |
| Management Perspective | Management View and Consideration | Seasonal ingredients are carefully selected from local sources, balancing preservation of tradition with gradual adaptation, allowing cultural values to remain alive. | Managers can leverage local sourcing and seasonally adaptive menus to strengthen sustainability, brand identity, and guest engagement. |
| | Policies and Decision Making | Seasonal dishes are tailored to available local ingredients and current seasonal trends; strict sourcing from Nagano farmers ensures authenticity. | Implementing policies prioritizing local and seasonal sourcing supports sustainability, cultural preservation, and market differentiation. |
| *Omotenashi* | Hospitality Values | Hospitality focuses on guest comfort, | Embedding *Omotenashi* in service delivery |

| Main Theme | Subtheme | Key Findings | Managerial Implication |
|---|---|---|---|
| | | attentiveness, and creating a tranquil, culturally immersive dining environment. | enhances guest satisfaction, loyalty, and perception of cultural authenticity. |
| | Guest Experience | Guest experience nostalgia, happiness, and cultural appreciation through carefully prepared seasonal dishes and serene dining atmosphere. | Prioritizing guest centric service and seasonal presentation enriches the overall stay experience and reinforces brand reputation. |
| *Shun* (Seasonality) | Seasonal and Local Ingredients | Ingredients are selected at peak quality and reflect seasonal and regional characteristics, such as mushrooms in autumn and bamboo shoots in spring. | Using local, seasonal ingredients emphasizes regional identity, ensures freshness, and strengthens cultural authenticity. |
| | Seasonal Practices | Food consumption aligns with seasonal nutritional and cultural practices, supporting health, tradition, | Seasonally adaptive menus reinforce cultural heritage, encourage mindful dining, and differentiate the *Ryokan* experience. |
| | | and natural harmony. | |
| Tradition and Adaptation | Preservation of Tradition | Long standing culianry foundations, such as *Dashi* based flavors and formal *Kaiseki* sequences, continue to guide dish preparation and presentation. | Upholding traditional culianry foundations sustains cultural identity and ensures continuity of the *Ryokan*'s heritage. |
| | Adaptation and Change | While preserving tradition, menus and presentation adapt to contemporary tastes and seasonal availability, allowing cultural practices to remain relevant. | Balancing tradition with innovation ensures cultural values are maintained while enhancing guest engagement in an modern context. |

## 5. CONCLUSIONS

Based on the comprehensive analysis of Fukeikan's management perspective, culinary practices at the *Ryokan* are not merely consumption activities but living representations of Japanese cultural values deeply integrated into operational management. Management effectively interprents and implements the philosophies of *Washoku*, *Shun*, and *Wabi-Sabi* through meticulous seasonal ingredient selection, structured *Kaiseki* presentation, and aesthetics that emphasize balance, respect for nature, and simplicity. Despite challenges from market commodification and ecological sustainability, Fukeikan demonstrates an adaptive managerial approach by prioritizing local ingredients, maintaining a flexible seasonal menu,

and applying sustainability strategies that balance tradition with operational efficiency. The integration of *Omotenashi* with *Shun* based gastronomy transforms the tourist experience into a culturally meaningful journey, enhancing the *Ryokan*'s competitive edge in sustainable regional tourism. These findings highlight that culture based management enables traditional institutions to preserve their authentic essence while thriving amidst modernization pressures and provide practical insights for managers aiming to incorporate cultural preservation into hospitality operations.

## REFERENCES


[1] Alamineh, G. A., Hussein, J. W., Mulu, Y. E., & Taddesse, B. (2023). The negative cultural impact of tourism and its implication on sustainable development in Amhara Regional State. *Cogent Arts and Humanities*, *10*(1). https://doi.org/10.1080/23311983.2023.2224597

[2] Borsato, M. (2024). *Taste in the Japanese Tea Ceremony*. https://doi.org/10.7413/0393-85221462

[3] Cai, G., Hong, Y., Xu, L., Gao, W., Wang, K., & Chi, X. (2021). An evaluation of green ryokans through a tourism accommodation survey and customer-satisfaction-related casbee–ipa after covid-19 pandemic. *Sustainability (Switzerland)*, *13*(1), 1–24. https://doi.org/10.3390/su13010145

[4] Cresswell, John W, & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th Edition). SAGE Publications, Inc. https://archive.org/details/researchdesignO000unse

[5] Farina, F. (2021). *Food issues 食事 Interdisciplinary Studies on Food in Modern and Contemporary East Asia* (M. Castorina & D. Cucinelli, Eds.; pp. 93–107). Firenze University Press. https://doi.org/10.36253/978-88-5518-506-6.09

[6] Julhadi, M. A., Desi Susilawati, Rosa, S., Prasanti Adriani, Mh., Leila Mona Ganiem, Mk., Sarah Fazilla, Ms., Muhammad Habibullah Aminy, Mp., Nurainiah, M., Pd, S. I., Syafruddin, M., Agus Setyowidodo, Mmp., Deci Ririen, Ss., Fransisca Diwati, Mp., Eva Julyanti, M., & Endah Marendah Ratnaningtyas, Mp. (2023). *Metodologi Penelitian Pendidikan*. http://penerbitzaini.com

[7] Küçük, Ö. (2025). The Power of Tangible and Intangible Cultural Heritage in Shaping Cultural Economy and Prosperity: An Inspirational Case Study of İstanbul and Paris Kültürel Ekonomi ve Refahın Şekillenmesinde Somut ve Soyut Kültürel Mirasın Gücü: İstanbul ve Paris'ten İlham Verici Bir Vaka İncelemesi. In *Journal of Humanities and Tourism Research* (Vol. 2025, Number 1).

[8] Li, X., Abbas, J., Dongling, W., Baig, N. U. A., & Zhang, R. (2022). From Cultural Tourism to Social Entrepreneurship: Role of Social Value Creation for Environmental Sustainability. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.925768

[9] Lin, M. P., Marine-Roig, E., & Llonch-Molina, N. (2021). Gastronomy as a sign of the identity and cultural heritage of tourist destinations: A bibliometric analysis 2001–2020. In *Sustainability (Switzerland)* (Vol. 13, Number 22). MDPI. https://doi.org/10.3390/su132212531

[10] Mendoza, M. A. D., De La Hoz Franco, E., & Gómez, J. E. G. (2023). Technologies for the Preservation of Cultural Heritage—A Systematic Review of the Literature. In *Sustainability (Switzerland)* (Vol. 15, Number 2). MDPI. https://doi.org/10.3390/su15021059

[11] Miles, A., Lipe, D., Ignatova, J., Fang, P., & Fontana, N. M. (2022). Traditional ecological knowledge to traditional foods: The path to maintaining food sovereignty in Hutsulshchyna. *Frontiers in Sustainable Food Systems*, *6*. https://doi.org/https://doi.org/10.3389/fsufs.2022.720757

[12] Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.

[13] Rainanto, B. H., Bon, A. T., & Purba, J. H. V. (2022). Developing the Conceptual Model of Sustainable Industrial Performance in the Hospitality Industry. *International Journal of Global Optimization and Its Application*, *1*(2), 80–89. https://doi.org/10.56225/ijgoia.v1i2.17

[14] Rainanto, B. H., Jason, A., Talib Bon, A., Van Melle, J., Srihadi, C. V., Rudyanto, B., & Bon, A. T. (2023). Strategy for Sustainable Tourism Village Development case study of Kampung Lahang, Indonesia. *Journal of Tourism and Economic*, *6*(2), 2622–495. https://doi.org/10.36594/jtec/mwzc5k71

[15] Saragi, C., Givanya Pamela, F., & Ayu Utami, T. (n.d.). *Hubungan Antara Sarana Dan Prasarana Terhadap Kepuasan Pengunjung Di Kebun Raya Kota Bogor Relationship Between*

*Facilities And Infrastructure On Visitor Satisfaction In Bogor Botanical Gardens*. https://doi.org/10.37641/jipkes.v2i1.1466

[16] Shin, N., Nakagawa, H., Morimoto, H., & Kotani, A. (2024). A Google Trends analysis of people's sense of seasons in Hokkaido. *Frontiers in Sustainable Tourism*, *3*. https://doi.org/10.3389/frsut.2024.1446528

[17] Škare, M., Soriano, D. R., & Porada-Rochoń, M. (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, *163*. https://doi.org/10.1016/j.techfore.2020.120469

[18] Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta. www.cvalfabeta.com

[19] Tanaka, J. C. (2024). The Aesthetics of Kaiseki: The Cultural and Philosophical Significance of Food Presentation in Japanese Fine Dining. *Art and Society*, *3*(6), 1–7. https://doi.org/10.56397/as.2024.12.01

[20] Yatsuya, H., & Tsugane, S. (2021). What constitutes healthiness of Washoku or Japanese diet? In *European Journal of Clinical Nutrition* (Vol. 75, Number 6, pp. 863–864). Springer Nature. https://doi.org/10.1038/s41430-021-00872-y

[21] Zhou, M., & Wang, X. (2024). An Analysis of the Relationship Linking Immersive Tourism Experiencescape and Emotional Experience to Tourists' Behavioral Intentions. *Sustainability (Switzerland)*, *16*(17). https://doi.org/10.3390/su16177598